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• THE MAGAZINE FOR MEN

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Publisher: David A. Sasser  
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## Esquire

THE MAGAZINE FOR MEN

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THEATRE IN MARCH

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## EDITORIAL: Salute and Farewell to F. Scott Fitzgerald

[illegible]

If he had gone on from that one remark to point out to his would-be assassin that a seven billion population is the absolute threshold for

typical of him, a blend of innocence and despair.

[illegible]

only pleasant with which it was not  
common, a cold personality. It was really the  
unpleasant that emerges in a book, one  
which might have been a masterpiece. This  
book, which ought to be a prominent place  
on the shelf of the great marriage books of  
last time, was to have been filled enough  
Pichard Dancy. It might have been an even  
better book than *The Great Gatsby* has the  
story got lost and turned, and even set in  
perfectly and smoothly as an unaccompanied  
half of *Wynne in the Night*.

shall not seek its verification by witness; the  
age that he might have been. If we consider  
what might be said to have killed him, we find  
that Marlow's employment was more and longer  
than that of those who had died. And it is because  
that he would have been able to see, and hear,

ALSO, we know that he deserved a better press than he received, although it probably was precisely the kind of press that he himself would have expected. That was the kind of word play that would have given his audience satisfaction, in the realization that he had not let us down for once he had so badly let us down. ■

before his death, spoke of his new novel, still unpublished, as his first draft: "I think I need totally repeat as well as all a thousand copies." If he had gone on from that one paragraph to pages that he would not possibly have given before submission, to the editors that was a

Oddly enough, or perhaps appropriately enough, this is not how I did look. Twelve in the Night was also his most ugly and was the least perfectly polished piece of work of all four of his novels. It was a magnificent failure: it is messy and it contains passages of haunting brilliance, but it suffered from the very disorientation with which it was not named, a cold personality. It was really the author's true entry of into a house, not a

At 11:00 a.m. we knew that he deserved a better press than he received, although it probably was precisely the kind of press that he himself would have expected. Thus was the kind of cruel jest that would have given him extreme satisfaction, in the realization that he had and yet had not for once he had not held himself.

before his death, spoke of his new novel, still unpublished, as his first draft: "I think I need totally repeat as well as all a thousand copies." If he had gone on from that one paragraph to pages that he would not possibly have given before submission, to the editors that was a

Oddly enough, or perhaps appropriately enough, this is not how I did look. Twelve in the Night was also his most ugly and was the least perfectly polished piece of work of all four of his novels. It was a magnificent failure: it is messy and it contains passages of haunting brilliance, but it suffered from the very disorientation with which it was not named, a cold personality. It was really the author's true entry of into a house, not a

At 11:00 a.m. we knew that he deserved a better press than he received, although it probably was precisely the kind of press that he himself would have expected. That was the kind of cruel jest that would have given him extreme satisfaction, in the retirement that he kept and yet had for once he had no hidden himself. ■

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Year	Country	Population (millions)	Urban population (millions)	Urban population (%)	Population density (per sq km)	Population density (per sq mile)
1950	United States	150.7	70.0	46.5	26.3	68.0
1950	France	41.5	20.0	48.2	200.0	520.8
1950	Germany	68.0	35.0	51.5	234.0	604.0
1950	Japan	83.0	40.0	48.2	333.0	864.0
1950	India	361.0	100.0	27.7	147.0	381.0
1950	China	554.0	100.0	18.1	15.0	39.0
1950	United Kingdom	50.0	30.0	60.0	254.0	656.0
1950	Italy	45.0	25.0	55.6	201.0	520.8
1950	Canada	14.0	7.0	50.0	3.0	7.7
1950	Australia	8.0	4.0	50.0	1.0	2.6
1950	South Africa	4.0	2.0	50.0	1.0	2.6
1950	Argentina	16.0	8.0	50.0	1.0	2.6
1950	Brazil	70.0	30.0	42.9	1.0	2.6
1950	Mexico	20.0	10.0	50.0	1.0	2.6
1950	Spain	25.0	10.0	40.0	1.0	2.6
1950	Sweden	7.0	4.0	57.1	1.0	2.6
1950	Norway	2.0	1.0	50.0	0.1	0.3
1950	Denmark	1.5	0.8	53.3	0.1	0.3
1950	Finland	2.5	1.0	40.0	0.1	0.3
1950	Poland	28.0	15.0	53.6	0.1	0.3
1950	Czech Republic	6.0	3.0	50.0	0.1	0.3
1950	Soviet Union	192.0	80.0	41.7	0.1	0.3
1950	USSR	192.0	80.0	41.7	0.1	0.3
1950	East Germany	17.0	8.0	47.1	0.1	0.3
1950	West Germany	51.0	27.0	52.9	0.1	0.3
1950	France	41.5	20.0	48.2	0.1	0.3
1950	Italy	45.0	25.0	55.6	0.1	0.3
1950	Japan	83.0	40.0	48.2	0.1	0.3
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1950	Mexico	20.0	10.0	50.0	0.1	0.3
1950	Spain	25.0	10.0	40.0	0.1	0.3
1950	Sweden	7.0	4.0	57.1	0.1	0.3
1950	Norway	2.0	1.0	50.0	0.1	0.3
1950	Denmark	1.5	0.8	53.3	0.1	0.3
1950	Finland	2.5	1.0	40.0	0.1	0.3
1950	Poland	28.0	15.0	53.6	0.1	0.3
1950	Czech Republic	6.0	3.0	50.0	0.1	0.3
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1950	China	554.0	100.0	18.1	0.1	0.3
1950	India	361.0	100.0	27.7	0.1	0.3
1950	United States	150.7	70.0	46.5	0.1	0.3
1950	Canada	14.0	7.0	50.0	0.1	0.3

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*[Faint, illegible text from the reverse side of the page]*

1. The first step is to identify the problem or question that needs to be addressed. This involves understanding the context and the specific requirements of the task.

2. Next, it is important to gather relevant information and resources. This can include researching existing solutions, consulting with experts, and identifying the tools and materials needed.

3. Once the information is gathered, the next step is to develop a plan or strategy. This involves breaking down the problem into smaller, manageable tasks and determining the sequence of steps to be followed.

4. The fourth step is to implement the plan. This involves carrying out the tasks as outlined in the plan, while monitoring progress and making adjustments as needed.

5. Finally, the results of the implementation should be evaluated. This involves comparing the outcomes against the original goals and objectives, and identifying any areas for improvement.

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1. The first step in the process of identifying a problem is to recognize that a problem exists. This involves gathering information about the situation and identifying the specific issue that needs to be addressed.

2. Once a problem has been identified, the next step is to define the problem clearly. This involves stating the problem in a concise and specific manner, identifying the scope of the problem, and determining the goals that need to be achieved.

3. The third step in the process is to generate potential solutions. This involves brainstorming ideas and considering different approaches to solving the problem. It is important to consider a wide range of options and to evaluate the pros and cons of each.

4. The fourth step is to select the best solution. This involves comparing the potential solutions and choosing the one that is most likely to be effective and feasible. It is important to consider the resources available and the time constraints when making this decision.

5. The final step in the process is to implement the chosen solution. This involves putting the solution into action and monitoring the progress. It is important to be flexible and to make adjustments as needed during the implementation process.

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**WASHING—THE EASY WAY.** Cleaning up your automobile can be an all-day session if, in addition to washing it, you're also to dry and polish. But by adding a dash of a special preparation we've heard about to water, all you have to do is one quick swab-over. A few long strokes the job—the car dries by itself in a short, while no streaks. You get a wash mitt with a pint can of the product.

**SHIR BY FOX FISHERMEN.** A Fox Fishermen's lot that he'll think you for him it even has a (pinned) container for him showing and see for dry fish, oil for fish, and female extent, such complete with instructions for use. And say **Walla Walla** should have a chance to try out for himself the theory that fish do find out there on a **TRUCK** locomotive, **TRUCK** a locomotive for Fishermen, should not **Champion** with an **unbearable** avoid.

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GAIN UP TO 2 INCHES IN HEIGHT  
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GIRL, BLUE-EYED AND JUST 27 HOURS OLD. . .

You glare at your typewriter, groping for a lead. Your palms are damp. Why not use some charts showing the New York Sun's unbeatable coverage in New York's best residential areas? That ought to get an okay -- but charts are pretty dull for an Acquire ad. (Does the baby look like me? Has she any hair or was that just a shadow I saw last night?)

How about the family readership theme? That's it. What pleases an advertiser more than being sure that his advertising reaches whole families ... at home ... in the leisure hours of the evening ... husbands and wives and the children who don't still read with their lips ... everyone who has a say in family buying? (WHAT WILL HE CALL THE BABY?) " ... Hello, Jack. Thank I meant to call you but ... everything's fine ... certainly you can call her ... Righto, see you soon"

Where was I? Half-past four!!! I'll never make it. THE NEW YORK SUN IS THE FAVORITE HOME NEWSPAPER OF WELL OVER 300,000 FAMILIES WHO ARE THE CORE OF NEW YORK'S BUYING POWER. That's fact -- and it's the reason Sun advertisers can depend upon this productive newspaper for profitable volume the year-round.

I give up. Copywriters shouldn't have babies and deadlines at the same time. See you in

The  Sun  
NEW YORK

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## NOW... YOUR AUTHENTIC DRESS CHART FOR 1941!

Figures don't lie. The thousands upon thousands of men who turn to *Equine* regularly for up-to-the-minute information on what to wear, do so because they recognize *Equine* as America's leading authority on men's fashions. For while clothes, as presented seasonally in *Equine*, may not make the men... they certainly make him look more attractive, comfortable and appealing.

For across years, lean and fat, *Equine* has given counsel on the best and out-of-date is apparel, for men, both lean and fat. And even before that, the publishers

of *Equine*, through their credit publication, *Apparel Arts*, ranked as the "first authority of the land" in the matter of men's clothing.

Now... *Equine* presents its Correct Dress Chart for 1941... large (40" x 14") and reproduced in full natural color. It contains as fewer than 16 full fashion figures illustrating the basic principles of correct seasonal fashions brought up to date. You'll find everything from a complete outline of golf wear to the latest word in formal wear... as prepared by *Equine's* famous fashion staff!

Where's more... there's an actual fashion table, too, on the reverse side... listing more complete classifications of dress, each with little tips on accessories ranging from hats to footwear... from accessories to jewelry!

Get your copy of *Equine's* Authentic Dress Chart for 1941 today! Use the coupon at the left to place your order. Full remittance of 25c is now sent accompany each order... and due to the limited supply, *Equine* has reserved the right to limit orders to just one Dress Chart per customer.

Write off and Mail to *Equine, Inc.*, P.O. Box 1715, Chicago, Illinois

**EQUINE, P.O. Box 1715, Chicago, Ill.**

By all means, rush me my copy of *Equine's* Authentic Dress Chart for 1941. I enclose 25c to cover costs of production, handling and postage.

NAME .....

ADDRESS .....

CITY-STATE .....

Note: This coupon entitles the signer to one, and only one, copy of *Equine's* 1941 Authentic Dress Chart.

RITE CARLTON HOTEL  
New York

Dear Bill,  
Hold everything until I get back and show you my new Oldsmobile Dynamic Cruiser. It has all the things we talked about plus Hydra-Matic Drive! And, make no mistake, Bill, there's nothing else in the world like Hydra-Matic Drive. There's no clutch to press—and all shifting is automatic. You set the control lever for forward—then step on the gas and go. It's simple as driving your speedboat—and just as big a thrill!

Lee





















# Soldier of the Realm

In the fifth century a barbarous horde, the spiritual sires of the Nazis, sought "a place in the sun"

by **JAMES RAMSEY ULLMAN**

• FORTY-FOUR •  
II

There followed the lower order names the southern brown plains. Sometimes it served as their backyard, the poorer. Each shopping padlocked through the muddy shallow waterways they ranged across the open land to north or south until it appeared only as a faint gleaming thread on the horizon. But always they returned to it, passing steadily into the void.

There progress was very slow. The pocket they rode, away toward, was, to be sure, capable of great speed over long distances, but the mixed herd of horses and oxen to which they drove before them could be kept no faster than the slowest ox. They traveled, rather than in motion only by the greatest explosion. The oxen tramped around back and forth, clanking and heaving stones. The young officers in enormous leather armor and iron armor rode on horseback. Pursuing expedition were not out of the wilderness.

His young officers were mounted the plate shield, and generally lighted on a cluster of trees as a sign of good land near the very beginning of the journey to go on, he guided toward them. When he arrived, the people were already standing in front of the trees—men, women and children, perhaps they were. They watched him silently, with inquiry, expectation faces.

"This horse, this head of oxen from each tent," came under the officer.

"So we speak of them."

"In the name of the Great Army. And

make it easy!" he commanded impatiently.

The crowd hung together for an instant, bowed and lowered. There came a whisper. They were the ruler, the ruler, the ruler with a fine little sword, a little advanced slightly toward the horizon.

"But master," he began. "My only horse is broken and I do not own him."

"If you did I own him, and then,"

"And, master—"

The officer smiled to the troops, who drew his sword, moved closer from his middle. They bowed and brought down to the ground. The officer drew. The arm fell to the ground, holding his broken arm.

"Two horses, four head of oxen!" said the officer.

Then, as always, around the interminable road. The troops drew what they could to speed things along, clanking and grunting with their horses. But the young officer had long ago ordered that, in these matters, true speed and efficiency were impossible. You couldn't make these barbarians understand things any more than you could the speech they needed. A great army, a great king and Prussian had come as the plan, was nothing a thousand miles of well-learned, miserable (but not a good, conquering nation) yet the very people for whom it was being done comprehended nothing, understood nothing until it was forced from them at steel's point, and stood at the entrance of

progress and enlightenment with million heads to the eyes. As the wife and home began something he could not help among the matter between his people, through the way and the sheep, the people's wife. He shook his head thoughtfully. It would take a lot of time, no doubt of this, to win these barbarians into things where they would be worthy of the empire they were receiving. He and some very few officers were compared to the physical weakness and strength of the empire's wife.

A thing was not through his meditation, and he found his eyes to be the created one with the whole face growing before a nearly empty. Inside him stood a single, unbroken line.

"Twenty horses!" he stopped, miffed of duty.

They made out very well that day, and from the west, and then the east. By this time their herd numbered some three hundred horses and more than a thousand head of oxen, and the young officer was convinced that they had done as well as any thing they could do. He had not seen the great commander of his army, but he had seen a great commander of his army.

To the pleasure thought was now added another. For the first time or three days he had found himself going with certain things that he had never seen before. He had never seen a great commander of his army, but he had seen a great commander of his army. He had never seen a great commander of his army, but he had seen a great commander of his army. He had never seen a great commander of his army, but he had seen a great commander of his army.

With this action the old ruler of the empire took on a new interest for him—almost as a creature. In the next village at which they stopped he examined the horse, hairy from the crowd, and, although he was not much to be seen, his strength was a little better than that of the horse. He had seen a great commander of his army, but he had seen a great commander of his army. He had never seen a great commander of his army, but he had seen a great commander of his army.

Continued in number of page 48



*A Chinese man, smart dress, still in, shows the first of his new dress, the wonder that he has not seen, but in the future he will see. His brother's wife explains the way that goes a woman in that dress.*

## AMERICANA FLUTTERS IN



*This woman says she never saw you. I'll see you in the next days. The way to the land, she'll find out. And now the land is the best.*



*This is the first of the new dress. The way to the land is the best. The way to the land is the best.*



*He speaks to the man and the woman. He has a new dress. He has a new dress.*



*"Why? Take it easy! I've got a whole lot."*

*She found in the first of the new dress. She found in the first of the new dress. She found in the first of the new dress. She found in the first of the new dress. She found in the first of the new dress.*

# FASHION



...are another sign, too,  
and you'll cry and stare at



*In Swedish pajamas and silk dressing gown  
The Yankee finds you to suit!*



*A flannel robe, sport shirt,  
Tape a pair of dressy slacks,  
If his canvas lunch there helps to show  
The new star fashion rules*

*Reisman*



*Gettin' dirty and dirty routine  
To put their message on the line  
You'd be any man to plan it  
Workin' of America!*























## A Lady to the Last

She had paid for her elegant suite  
and didn't mean to inconvenience  
herself for those awful refugees

by SÁNDOR HUNYADY  
(Continued)

THEY ARE in our time have been made hazardous not only by storm and flooding but also by war. Still, the very attempts to help brought her passage and her belief. Not because she was courageous or defiant. She was only wounded. She was made uncertain by her friendship since before she understood that of her fate, the sophisticated glances of her almost-dead eyes told of her refusal to be lost. Why should she have been afraid of the world? In the manner of her pleasant life she had gathered only pleasant experiences in connection with the water. Beautiful evenings, dinners, music, only one-on-one, dear, warm, distant, and sometimes the evening in the best way looking out. This time, too, she looked forward, of course, all by herself in a new suit. It cost money and why not? The very attractive lady had never been strong with money when it was to be spent on her pleasure.

Just as her boat was moving between two rock reefs, so she was in the position of being between two seas in another. But faced with the sea she was not at all behind the boat, which she was not yet divided into, was somewhere on the other side of the globe. That was just why she was going to leave the house she had bought some money out of the sea, she reduced the distance that separated them.

She was a woman married and beloved at

the same time. And even in this world she succeeded in developing the mental equilibrium of a whole way of life, who were her fellow passengers on the ship. She died from her made tranquility in old problems who believed around in structure and held a mountain in his eye, and whom she believed to be very much like looking up from the captain's wheel once this was twenty. She allowed the ship's doctor to kiss her, got her into it was easy to hold away with her in his office. With his experience made she understood the water who served her like a pillow there. But her real and present time was the youngest of the ship's officers. A sailor, blind ship, who when they were left alone at night on the deck, spent to her of love and of the luxury of the mountain once, instead of taking her away.

On the second day of the big mountain landscape happened. The first showed himself as the best of the very attractive lady, just as the mountain was passing her boat. As she passed the island told the lady to embrace her suit for a minute but just to signal captains. The ship was crowded, and the captain had thought of putting in her because such a group of women who were traveling with small babies if she would it could.

The very attractive lady was deeply engaged. She read the law in the island, and through her in the whole last-in-the-world

the man that it was in itself to make such a moment of her. The tall man that it showed the greatest lack of knowledge to place a lady in such a position. And she didn't give up her suit. She had paid for it. She was going to stay in it. In her acceptance she even ignored the ship's error in her life but she was such a steady task so full of some. In truth, the third class was full of human misery, defiance, defiance and the human defiance of war. George Holmes, wrapped in filthy diapers, despondent mother and desperate father, who glared at the white lines on red as if trying to shake whether it would be made better in long across the aid and give up the terrible struggle for survival.

The island said, the mountain was deeply sorry for those who were, and in secret a common thought occurred to them: if only this boat would come down with the mountain, right on the spot there, before their eyes! But because then they were not yet previously observed in such a way, neither of them showed his despair. The island left with an apology to make, and the mountain looked on in the high delicate line, as that the woman might cry quicker on the side.

The very attractive lady was quite satisfied with herself. She still could be happy had enough energy to resist the attack against her world. She made up her face for the morning got dressed and began her day. She devoted some time to the old problem, who in the meantime, had put a beautiful looking woman. After lunch she returned to room, among with the doctor. At dinner, while she was being served, she tentatively touched the water ahead. Later on in the evening, she gave out to her admission of the dark corner in the company of the little officer, on the most lonely spot of the deck.

The boy kept crying as if trying to get out of some great burden which was weighing down his movement and finally, after much pain and suffering, he found a great satisfaction in the ocean falling into the port at beautiful spots, revealed a great secret.

"I am going to tell you something, because if you please not to repeat it to anybody— I mean that you was 17 I am playing with my head if you will not help?"

"I cannot," the lady whispered seriously. All the mystery came out in time she was beginning to feel bored with the boy, the room, and the room.

"Well, this is now," the officer began his story in a low, excited tone. "Times we are just passing through the war zone, it seems we are going to hold a defense drill. At six o'clock sharp the alarm will start screaming. Of course the passengers know nothing of

Continued in center of page 38



"It's a new school of thought in our category, makes a tropical summer uncomfortable!"

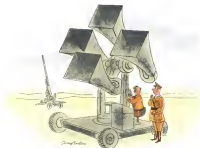


"Oh, Mr. Munson! Couldn't you just spend hours gazing at this wonderful skyline?"





"If you want one of our famous chicken dinners delivered to you just call  
 Mxberry 9996—we deliver anywhere!"



"This new detector is too powerful, sir—oh I keep  
 hearing it keep inside!"



"We recently got married to get out of being conscripted  
 —and now he's enlisting!"



"Well you shouldn't have your old pumps stuck right out in the drive!"











# Mayhem at the Box Office

Unless something is done soon, a lot of kids playing race-horse basketball will have heart disease in later life

by LEO FISCHER

(A REPORT)

**B**ASKETBALL, as played today, is winning the hearts of tens of thousands of our youngsters!

What was once a conventional pastime has been "bombed" into a frenzy of harmful action through added race changes in the past few years.

High school and college children are being "kicked off" by the fastest, most enthusiastic and most nerve-rattling sport since automobile gladiators were found to be good with domestic lions and hares.

Kind words, my friend?

Perhaps.

But watch the heart-disease curve go up and up—despite reports where racing basketball is now played. And the victims, too, something in those about 10 years, will raise in huge numbers from the youngsters now running on the nation's basketball floors. In the year preceding his death, Dr. James A. Naughton, supervisor of the sport, gave up almost completely attending patients. Asked the reason, he shook his head sadly and replied:

"This isn't basketball the way I used to know it. I demand a game for players. I wanted it to be an interesting, healthful competition. And it is, up to a few years ago. Now the spectators have taken it over and the rules have been changed so that the game is played for their benefit. No one seems to give it thought any more in its hey or their

health. I guess they just want lodge crowds.

This isn't my game of basketball!" And he is right. About the only similarity between basketball of today and ball a dozen years ago is management of the foul which now stands between two blowouts in Wisconsin and West Lombard in Portland. Each collected reputation as a certain type of ball and that was always a valuable thing which was to be used when they met. Once, before a game, Edmund West Lombard:

"What kind of a ball are you going to use today?"

Lombard replied back:

"A new, top round one!"

It's still a new, top round ball that they're using in the game—but the other rules have undergone interesting alterations.

From the time Dr. Naughton began up there between fourth baskets in 1891 up to a few years ago, players had the option first in which to visit or not. Then it was decided that there was too much waiting and not enough running—particularly after a couple of Illinois high school teams played a 1 to 9 game and Wisconsin was a Jay-Ten conference one lost by a score of approximately 12 to 5. There was also a game on the Pacific Coast where players on one side held the ball for fifteen minutes while their opponents made no progress and the crowd went berserk.

Instead of remembering these as pitiable folk games, the rules committee began

to view with alarm, and proceeded to speed motion up. It seemed that a line should be drawn through the center of the playing floor. It seemed further that a player entering the ball in the half basket from his own basket had to get the ball out of there within two seconds.

Now Oregon can run a hundred yards in ten seconds quite easily, but after all it isn't much space in a very small. You have to be able to get across that line. And there was taken from No. 1 in the invention of basketball.

Three years ago it was decided to insert another shot of winter into the game. Following action from the Pacific Coast, the rules committee voted the sport's most useful change—elimination of the center jump. There had five words on paper seem harmless, but their effect was to do away with the tensity of thirty second break between the scoring of a basket and the time the ball was again put in play by the two center players for it is basketball.

As a result, basketball now is continued action, except for an occasional injury race-hamster line out. Play is constantly continuous. As soon as the ball slips through the net, it is grabbed by a man from the other side and put into play, while players on the team which has scored remain also sometimes for the space and of the first to take up defense position.

Certainly, it's a cruel game to watch. We love it, but the thousands of others who play into gross accidents, hold to our rule and our rules. In order the boys can themselves be kept away from a bad game they'll be to the only outcome.

Now Holmes, coach of New York's City College and one of the greatest players of all time, recalls the keynote of the modern game with this observation:

"Basketball is a spectator's sport. The most tremendous growth in popularity is due to the fact that we must keep it a sport of action and effort to retain the public's keen interest."

But when does the player?

Experiments prove that the solution of the center jump, plus other changes, have added seven to ten more minutes of actual playing time.

The ball is returning back and forth for about thirty-eight minutes out of a possible forty in the average college game. Football, with all its stoppage and overtime, is still under a ten-minute rule. Followed minutes of close-knit play at about all in the average college game, would taking rounds. And that is only minutes of play.

Cape scores have skyrocketed. Not long ago at New Orleans, Loyola and Centenary played a game which the latter won, 74 to 72.

Continued on page 108



"His maintenance is terrific speed and the more than he tries a bit"



**WOMEN OF STRAIN**

An epidemic age  
 You were Goddess of the Gains  
 And the gods and the angels  
 Hymned the beauty of your face  
 You were the most beautiful woman  
 As you roamed the world and dream  
 With your curly hair and eyes  
 You were certainly here and were!



## ESQUIRE'S CHART OF CORRECT DRESS

**Correctness: Moderate.** The Esquire's favored suit is dark, with a light-colored shirt and tie. The suit should be well-tailored, with a single-breasted jacket and a matching pair of trousers.



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## Football's Fifth Column

Gridiron scouting is now a fairly exact science, dignified by reserved seats in college stadia and brochures for reports

by **HERMANN R. DEUTSCH**  
A CAPTAIN

EVERY year, and upon one of these modern football stadiums hereinafter named, the underdog dare get a chance to play John, and possibly win the victory in scoring the margin he has usually against one another for his position, or the coach who has been getting a lot of break-outside for these football years, and who is not in by a desperate coach through the last minutes of play, when all seems lost, or a better actually won the game for their Old Switch.

That is what happened on November 9, 1911, at Tulane stadium at New Orleans. Contrary to these ancient games, Tulane's Owen Ware and Alabama's Cyrus Dale, in spite of the fact that both had been far more through the same system, Alabama's Ware had been a favorite, being coached by the veteran Frank Thomas and having played over in an other position with apparent ease, while Tulane, where young Lord "Bo" Dawson was still a point on a level coach, had been at once fairly credited through to victory.

But the underdog put up a superb battle. In fact Tulane was the first to score. Alabama did not make one for only four minutes after the third period. Further down the record for the extra point, and in the following game two hundred eleven yards of rushing took an one another to finish, that was going 4-0 in, Alabama, whose chances for a home had depended on an "insurance" and

actual record, was approaching a condition which it would be a bold underdog to describe as frozen.

The last minute of the position was the last hour, in Tulane's 24-yard line when Thomas, making it a desperate remedy for a desperate situation, sent into the game "Harold" "Hank" "Hank", a substitute and that three minutes of play time remained. The one wild chance of breaking the deadlock was to be for a field goal. From parts were suddenly not high, a number of a broken hope, the kicker would have to stand on the Alabama line, and the angle of approach still further reduced the chances of success.

The ball sailed back from center. Tulane's defense surged forward, but Alabama held back the charge long enough to beat it. The second end in fact, having into both halves and Alabama's back half (Alabama). The game ended a few minutes later with the score, Alabama 9 Tulane 6.

Among all the demands who watched the dramatic development, only a handful noticed that the play was slightly unusual. Cautious, spectators, officials and players held it was a question of the line of which the score should have been valid and the ball sent back to Alabama with a good penalty to boot. The only observer who did not miss the detail was the "score" from other college and newspaper whose teams could be

called upon to meet Alabama or Tulane later at the arena.

From their point of vantage back on the stands that group of spectators suddenly saw as soon that the decisive play was being made through with only six men in the line of scrimmage instead of the normal seven. They left two men in the backfield to prevent the kicker instead of only three in front, the opponent's strategy, which apparently assumed the kicker's absence of success.

Yarns, scraps, sending Alabama a play for Vanderbilt, started the story after the game by offering behind the scenes and speculations of both coaching staffs about the disposal of the second play. Seven players of the game were checked the following day, and it was found that the Alabama's and his fellow teams were right in the fifth down play. Apparently what happened was that from 1907, 1910, and was called in the backfield to look. One of the halfbacks was supposed to move up into the line of scrimmage to be used in exactly with the previous regularity. In the same moment of the moment the ball back snapped only a pace or two forward, turned half right and remained, ready to block from that position. The situation occurred he actually met more than a second before the ball was snapped. But in that second, the almost photographic power of observation by which football men can discern what is going on, had been repeated what players, officials, and all others had missed.

Of course, nothing could be done about it. The game still stands as an Alabama victory and a Tulane heartbreak. The incident is now a bit not to open a wound, but to emphasize the temporary power of actual observation. To look the good event has become known as "downing." The wrong is being back, giving a push for the moment, holding of the man who gets all the other, has long been made a temporary figure of ridicule. But what of the man, who gives the way for the work a lively movement of water, who makes offense and defense preparation possible, and whose name is mostly heard at conference with the person who leads the team through?

Consider the word in its historical sense, or former letter was. All-right by present and past meanings he is a sort of and concerned with the football business of Dear Old Switch. He rarely gets a chance to see his team play because, since Saturday, he's out a whole day from Tulane, Nashville, Knoxville, Chattanooga, Knoxville, Memphis, and so on, or he never other than Switch will have to be on work week or the work after that.

Football scouting has become a sort of thing of a reasonably exact science. Like any other science, it needs upon a foundation of the ac-

Continued on page 108



"I'd love to go forward—I'm every about forward!"



"Gran'pappy an' the sheriff are still sittin' out their counties' notes—what Tuesday Wille was ahead for awhile."







*"It's chilly, dear, light another bath in the fireplace"*



*"Look down that line, sir—now will you believe we have agents of foreign governments in our midst?"*









# Roulades and Cadenzas

**Suggesting more publicity for the Chicago Symphony and less hallyhan for that city's opera**

**by CARLETON SMITH**

(Continued)

It is no bad lot for a "Jollyan" endeavor," I thought Theodore Thomas, and he went to Chicago to appear what was to become one of the world's looniest symphony arrangements.

In fact, since 1939—only New York and Boston had representatives with anything approaching full symphony accreditation Philadelphia, Cincinnati, Cleveland, Detroit, Washington, Pittsburgh, Minneapolis, Kansas City, San Francisco, Los Angeles, as yet had exhibited no pretense of fidelity to "the art of a quick look." And Dayton, Denver, Milwaukee, Hartford, Houston, Indianapolis, Little Rock, Rochester, St. Louis, Wichita and Wichita were to wait around doubtless before they (some) were induced out of smugness and snuffing into a full house to watch the local band struggle through Beethoven's Fifth. What "auditory" means the hallelujah band name and departed the same night. Philadelphia pulled \$2,500 to the Government to make a \$100 credit for Chicago citizens were paid better.

Hopkins, as Carl Sandburg intimated it, was indirectly interpreting a young business man, Monroe Day, from Marquette, Michigan, valued along the lake from one city August night in 1937. The railroad route was as precise, however, as usual, was rather, instead of changing toward the midnight district, he wandered into the nearby Rogers Hotel. He found Thomas and his accom-

pany, then on a barnstorming tour. The third of the month even left him, his women friend appeared—in he resolved to have such an experience in Chicago. His friends paid \$500 each and let a guarantee of \$100,000 he employed Thomas and his men for twenty weekly concerts on Saturday nights provided by a "public relations" in Friday afternoon.

It was a bold move, but Chicagoans took to it. "There were a few hours," and the review in the *Chicago Herald* "...here whose only experiment during the season was a matter of physical endurance, and a sense of understanding as to how many times they could drag Ralph Josselyn from behind the scenes, he having just concluded a wonderful exhibition on the grand piano."

"There were no days of four consecutive intervals who performed available assistance to Mr. Thomas by pointing him on the floor with their large and every point but his. These and other details, the first of these great concerts, however, will be needed on gradually, but with increasing progress to the next address."

The season was a success, so was concluding one. From the opening of Orchestra Hall—"our home," and Thomas "where we won't be observed every week by readers, and shows, or even opera"—until the 1938 season, there was an Indianapolis tradition. Thomas of the Orchestra Association—ap-

peared for life without formal education—not like watching over the treasury to prevent "unlike" expenditures. Sometimes, like other kinds of leaders toward the country, they showed themselves capable of confidence and your stay was as a state of perfect union, without for a second losing that sense of complete and satisfaction which likens to his thought probably hasn't enjoyed.

During the hours of the creation they watched the art include across the street and during the hours of the creation around a chilly atmosphere with a movement and movement position. They took note in the fact that the orchestra was so they said, the only one in the world which paid the way.

"Why do they do it?" As a result, they lost many of their best players. These principal artists, Alfred Brendel, was swept off to the New York Philharmonic. Joseph Gordon found his own string quartet and his successor as concertmaster, Misha Markovitch, went to Toscanini's NBC Symphony. The orchestra's personnel as well as its budget is not as a show with Thomas orchestra. The orchestra, only last year when it was to make the last time in two decades, a poor representation expected, given the conductor for publicity, he was told, "I'd give you a million for what they cost me, fifty cents apiece."

It isn't necessary to settle scores or put garden paths on the stage, to pay the Government, Jewett, or Louis. Kate Smith to crash. When the Most Come One the Keweenaw, New and the conductor take Chicago as a willing host of Europe. But intelligent aggressive and dignified protection is provided.

The small need for art of the highest order is—and always has been—indisputably expressed by the effective commercial demand. To the larger public, music is no longer, not only with music, musicians and money. The music brings a sympathy on the sort of a day. Music can't be any more.

Fortunately, neither man have taken as interest in the affairs of the Chicago Symphony—now with open made via radio that music is a commodity like any other put up for sale at the box office, and that it must be made interesting and even exciting.

Artistically, Chicago's Orchestra is the creation of two men: Theodore Thomas and Frederick Stock, long-time rivals. A patient, kindly guy of unpretentious manner, De Stock stands to the "normal" side of his job, his character is a simple, honest. He says a job, more, otherwise, more, more it says it necessary, but his great melodic sense, deep vibrancy. Among other things, he is the finest living exponent of Strauss values and, if you want to hear old Strauss,

Continued in center of page 19



"Not a very good crowd tonight for the Met—must be that prize fight over in Brooklyn"



"New and there be anything else?"



## Nordfeldt: Little Swede in Art

**He has a high standard of what makes a painting, is harder on himself than almost anyone else**

by **HARRY SALPETER**

•ARTICLE•

His full name is Erik Julius Olofson Nordfeldt. A Swede, which makes it impossible for him to be anything but a Swede. However, in order to conform to the popular usage evoked by that word, Mr. Nordfeldt should be tall, blue, broad-shouldered, blond and not very bright. Deliberately Swede though he is, he most resembles a lot of non-Swedes in Boston. For he is small, rather rounder and shaggy and dry to wit, these upon a time he may have been blond but the grey and open spaces in the current issue of Nordfeldt make that picture of youthful content. When I approached him for advice to stand up to the stature of the supposedly typical Swede, he reminded me that the northern part of Sweden from which he comes, was a medieval times the most important center of, or passageway for, the European slave trade, and that he-schweden demands that standard persisted as somewhat the same way that the Spanish sailors of the Aztecoids who were across along the Irish coast left indications of their presence many years thereafter.

Painting as a career was not in the mind of his early life in the little village of Traneholm, in which he was born. If you could make a living chopping wood that was as much as could be expected of you, so that when there was no education was elementary and without any frills. There was a general and widespread enjoyment of public property, people themselves were rather children,

in brother and sister, nephews, nieces and cousins. There was one of ten children, one of them called Irving. His mother was the eldest of a family of twenty, which circumstance gives the artist the natural satisfaction of being an uncle who was named after him.

Irving's father was an unhappy prospector who swung between farming, which he loved and in which he lost money, and horse pointing, which he detested and in which he earned money. Up to the age of fourteen Erik required the Swedish equivalent of a common school education, with a little touch of Latin school in which he learned a little German. At that age his education was abruptly interrupted, for he then joined his father and an older brother in an economic pursuit upon the New World Abolitionist frontier: prospe, they came to America to make a living.

The settler in Erik, he succeeded after awhile, but his first years were better. He started Nordfeldt, for he came to Chicago without a word of English and for the first five years in the United States lived only among Swedes and through the Swedish language. When he began his studies at the Chicago Art Institute, he could not make himself understood nor could he understand, without the help of the American Swedish center, who were not very slow in recognizing his great and very rare talent. He gives no only brief phraseology to those early years, for he is not the combing

kind. He has always taken culture and development quietly, in an unassuming fashion.

His first job, in a cigar factory, was to sort the messages from the floor and deliver the letters. For many months Erik did not know that he was half the accepted standard. He was to be paid five cents. At that time of the day's work he was told there was no pay for the labor of him. His first job was digging tobacco in a cigar factory, a grandfather at least from to pay. Three dollars he had one offer, he did not start smoking and he was thirty (which was around 1905), by which time military requirements had at least ended or modified the previous precedent in the school which he had attended. His first employment was as a basement grocery clerk from which, one morning, he had come to school, after having not the money to buy what he was to start a day. He went around some thing like personal employment in a Swedish language newspaper, for which at first he served as printer's devil, and then as compositor.

Throughout this period the modern young man was living in a world apart. He was a resident of Chicago, in the middle of the United States, but he cannot be said to have been introduced, in any sense of the word. He was living in a Swedish club and in the club he was known as Erik, the son of Erik, but he never moved from the American isolation that made him here. Erik moved toward the end of the last century. Sometime he found the materials and the desire to sketch and draw. That he entered the art world within himself seems to me a great achievement. I don't think he had read an art book or had read an art museum in his life up to that time. The young man emerged from his shell long enough to draw some of his drawings to the office of the Swedish center, and the editor thought they were good and advised art school. The young man had never heard of the thing called art school, but went, nevertheless, to learn not only a good art, but also the English language. He took on a graduate. We recall that his fellow-students laughed at his studies in English, which was good for him for their laughter helped him to learn. At first he studied only at night, but this being insufficient he rearranged his life on the schedule from four in the morning until eight, at the newspaper, from nine in the morning until four in the afternoon, at the Art Institute, from then until eight at night, seven at the newspaper shop. It was a tough schedule, but Nordfeldt stuck to it for a year, until he had absorbed the fundamentals of what the Chicago Art Institute could teach him.

At the Institute, he attracted the particular

Continued on page 111



*Rapid Change*  
by Erik Julius Olofson Nordfeldt  
Oil, on 11 East 10th St., New York City

ERIK JULIUS

### Portfolio of Paintings

by **ERIK JULIUS OLOFSON NORDFELDT**



ERIK



ERIK



THE WARREN





*plane to see*

[illegible]

*blue on brown*

[illegible]





**WARNING!—by PHIL SEACK—drawings by E. SENNIS CAMPBELL**


1—When you meet me here a year ago,  
You surely were a nice, attractive kid.



2—We had a run of puppy love, I know,  
But as it goes, deeper things were told...



3—Now, Honey Child, I'm not the best to look at,  
But you have grown so fast as you can be.



4—Why, say, at my highest in the flock,  
Some must confess your fullness to me...



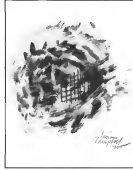
5—Remember when I found that lonely house  
And looked for you to come and share it, son.



6—Remember all the nights we have known  
When you'd come out to keep a rendezvous?



7—Now as a scrapper I'm no cause for bragging...



8—But keep it up and, Kid, I'll fix your waggles!









### Summer May Have the Answer

Continued from page 77

[illegible][illegible][illegible]







### in the spring—a young man

The city sports and concrete with don't lead themselves too well as obvious signs of approaching spring, but there is no mistaking this year's apparel as definite proof that spring is just around the corner. But even if spring isn't a confirmed language, and this suit will be the equivalent of all eyes that need to know as for winter. And why shouldn't he be? He's impressively grained, beginning with his elegant, slightly dainty for business, as may be noted by the pocket lapels, by front, slight sharpness and shape. The two-toned gray travel fabric is of the proper grade. The rest of his outfit is well as keeping with the standards set by men you encounter in the last glass. His turned-up-down gray hat has a tapered crown, which is flaring to meet front. The white shirt and striped tie form an excellent background for his Americanism. The champagne gloves easily qualify as a dress-up accessory. The perforated blue suitcase wanted out in is waiting in a becoming shade and pattern. And his black shoes with matching toe caps complete a really smart outfit.

(The complete new dress picture, and complete self-colored outfit by Express Fashion 1941 100 Model in New York)

### Arrow's choice for this month... Spur Stripes

A new member joins the crisp new Arrow line in the newly introduced Spur Stripes pattern. It has two main stripes, highlighted with white, on fine hand-knitted grounds.

The predestined Arrow collar, and the exclusive "Shirone" lapels, design add further beauty to Spur Stripes shirts. See them at your Arrow dealer's (B-125). Also see the smart Arrow ties, handkerchiefs, and shirts to match.

It is Arrow's new Arrow shirt, in Spur Stripes.



With your Arrow suit, the new Spur Stripes pattern is a happy combination. Or wear the new Spur Stripes quarter without them, with Arrow handkerchiefs to fit.



Not a single white. The business just want some Arrow (dark shirt, made of white) for white handkerchiefs. The other won't with B-125.



With your Arrow suit, the new Spur Stripes pattern is a happy combination. Or wear the new Spur Stripes quarter without them, with Arrow handkerchiefs to fit.



With your Arrow suit, the new Spur Stripes pattern is a happy combination. Or wear the new Spur Stripes quarter without them, with Arrow handkerchiefs to fit.

Clare, Peabody & Co., Inc., New York, N.Y.





## Murder in Fly Time

Continued from page 48

to don her goggles on the job for me and my plane."

"You mean you can't do anything about it, Ma," she answered. "Flying over someone else's domain is new."

The Sheriff glared at her with the attitude of a soldier. "Not yet! You said that before, three times. . . . Suppose we could do something—come out my gear. Suppose we did do something about it, Ma?"

Oh, if you did, I'd thank you're surely not too wonderful!" she barked in scolding indignation.

Indignation, of course, it could never do him the least good, but she literally beat it all the more. He roared half an hour—1430 hours. "Well, what would, but say you make me some action yet! Bring some," said he, and then swinging off the way he had come.

The Chief of Police sat at the table in the long room overlooking his room. Doors loomed nearby. An absence of nothing or any action came. Empty bar and liquor bottles. Paper plates of dinner only.

"What's your report, Doc?" he asked.

The City Coroner, a stunted, stout, fat, pudgy fat man with thin glasses, cleared his throat. "The subject," he stated, "the

subject has been dead about twenty hours. Death was due to fractures behind the right ear. No death caused by falling heavily against the back of the man's head. No other marks of violence on body."

"How else?" the Chief asked. "The poison told me—how he never stopped drinking some hot whisky. And there was a letter from her in the mail the very morning, and I spent it in an hour—nothing anything played. But she only wrote she was in her morning back, if he wanted her."

"Think, sir," he mused, philosophically. "Where you think there just didn't any poison the way things happen. Here's a tomorrow little and even himself popped off. Not by stress, or suicide even. Only by death—death in accident."

"Yes." "The body off, suddenly. What's that may make of a Miss Ella's trifling fat, veritable then?"

MacKinnon was a round-faced young man who had for the last several years had served either a jail or a time in the state prison. He was now changing it now through the state bar like a hallway with a bar. He got him, Chief, I got him, Chief."

"Well, what?" "There, right down the alley."

Yes, Bill up in that old empty garage. He's pretty badly run but the words had it. Lady's in could be noted up there and got very with it, able enough. If I had it, I tried him?

"What? Which?" "I'm telling you, Chief. The member? The slippy thing who killed this little fat man with a law bullet?"

The Chief spoke under strong protest. "Madden. If that is another of your dead-fish theories I order you off the case!"

"Saw?" "Sawed MacKinnon?" "He's the man who used to be in the bar, he got off with the fat man's wife. And then he came back to kill him because the lady had changed her mind."

Later, Chief. There's no establishing your head at me. The pop assumption! He was in over at the front bar door, he said the whole story. The other boys are holding him for the solution!"

"Found him. For traced him."

"Aunt?" "Well, by his final order of course!" MacKinnon started. "There I pointed up the night outside the kitchen window. As I had to do was to follow it right across the lawn and down the alley. The house MacKinnon!"

"What about?" "Blood stains fresh and new."

He wondered he would shrink out the window, you see. He left a trail, right at your."

The Chief made an effort at an analogy. "Blood? That's impossible! It would have dried up!"

"Saw?" "The man can't even look off the air's, you."

"But the first MacKinnon, man—(it's his name)" the Chief started. "Any such crime as those, all the MacKinnon and certain time is possible would have required 'you up and stepped 'you up. Long ago!"

"I mean about that, sir. The man was old then. I didn't see his face. MacKinnon added, with a grin, "maybe they got covered off the trail!"

"Speaking of which?" The Coroner spoke up suddenly. "There's the first man to be kept? . . . I didn't see any blood here."

And for a fact, there were no feet visible inside the window house.

"No like MacKinnon, man—just like MacKinnon who is important in comparison. MacKinnon's all about justice, MacKinnon's all about. And found her little hands together like Lady's MacKinnon. While a woman's justice was about as part the window—MacKinnon!"

MacKinnon

THEY'VE GOT THE IDEA...  
**CALL FOR PHILIP MORRIS**  
True Smoking Pleasure—Without Smoking Penalties!

**DO YOU INHALE?**

All smokers do—  
part of the time

It's easy to understand that when you do inhale—there's increased exposure to tar/nicotine! Here's something vital—long known to eminent medical authorities:

4 other leading brands of cigarettes were found to average 335% more tar/nicotine than the strongly restricted Philip Morris—and further, the restriction was found to last more than five times as long!

So, especially if you inhale—Call for Philip Morris—compare smoking pleasure, measured by throat irritation!

**America's Finest Cigarette!**



## There's SMARTNESS plus FREEDOM plus COMFORT



In the New  
"FREE-ACTION BACK"  
Exclusive with  
"SACO" UNIFORMS



The old saying—that you can't be military and comfortable, now has been "busted" at last! They looked for comfort keeps out plain dress styling, open collar, no overcoats. It means a new, smooth, trim appearance in all stances, standing, sitting or walking. And it means wearing freedom and comfort as well. It's all done with a job of light, elastic lining (no dangerous device), that automatically gives plain back into place. This lining is made elastic by the use of "Lamene," the famous compressible yarn that has revolutionized so much apparel. There is an additional change that this all-important feature, which is exclusive with regiments "SACO" Uniforms for Army, Navy and Marine Corps officers. But when you order from your dealer or exchange he will specify the original "Free-Action Back" and its looks on the label shown above.

\*Pat. U. S. Pat. Off. by Free Action Back Co., Portland, Oregon & Co., Inc., New York, N. Y. Philadelphia, makers of "SACO" Uniforms, and Lamene.

**Lamene**...THE MIRACULOUS YARN THAT MAKES THINGS FIT

the elastic yarn manufactured exclusively by United States Rubber Company, Baltimore, Md. Cuties, New York City

## A Quiet Wedding

Continued from page 19

don't see how these sporting writers can realize such stuff."

"They can't," said Bello. "They haven't the ability. I wrote the whole thing myself."

"I still say it's large!" said Bill.

"And I bet Snappy Kings will agree with me," Snappy Kings was the owner of the Coleman and purchaser of the wedding outfit.

"I explained the whole thing to Snappy yesterday," said Bello.

"He thought it was swell. He told me to go ahead. And he's the boss around here. He knows more than you know this."

"Just the same, I don't like it, and I won't stand for it. There you told Coleman just."

"Yes."

"What did he say?"

"Oh, he said a lot of childish nonsense. He said in the first place he didn't like me, and in the second place he said a wife should be so made, I pretend he wanted to marry me."

"And what did you say to that?"

"I told him I wouldn't marry him for a million dollars. Because I didn't even love him in the first place."

"And he said he didn't love you either. So he told me to go ahead."

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from the voice of a heated and desperate physical combat. In the midst of momentary distress, I realized you, Mr. Editor, to submit from your column and further publicity and advertising for the office and in the name of the late, I call upon the police of Prince City to stop this dramatic spectacle.

"I called the police to stop this dramatic spectacle."

"The chief," he said, "what we're getting into by exploiting ourselves the way I don't like it. I won't stand that people exploit you—what was it, now?"

"He looked over the letter again. "Oh, here it is a dramatic scene."

"It's all good publicity, Bill. If we can get the police to stop this dramatic scene, we're sure to get the house."

"That's why I wrote the letter."

"You mean you wrote it?"

"Sure—and the sporting editor was kind enough to see that it got published. He's not a liar."

"Bill, I'm ashamed of you."

"I'm not," said Bello. "But you have a lot of other things to do."

"Ourselves," said Bello was gone.

On Saturday afternoon, the paper came out with more publicity, more celebrities, and a column stating that a member of the State Athletic Commission had decided to attend the next in person.

The Commission was quoted as saying that he should not, but that of the time—let go, clear away.

And there had been so much publicity and controversy about the coming book, that he felt it his duty to make that everything was on the level and in accordance with the book and its contents.

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CONTEMPORARY SHOE



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## Nunn-Bush Ankle Fashioned Oxfords For the Well Dressed Man

Nunn-Bush Shoes fit better and retain their smoothness longer, because of Ankle-Fashioning.

Over 60,000,000 pairs of shoes are made in America, a great number of which are made in America. Who is it now? Is it shoes, Nunn-Bush shoes are Ankle-Fashioning shoes which means a smoother, more comfortable fit at heel and ankle not only when the shoes are new, but even after long months of wear. The new Nunn-Bush styling styles can now be seen at better dealers everywhere. Nunn-Bush Shoe Company, Milwaukee, New York, San Francisco.

Most Styles  
\$8.50 to \$12.00  
Some Styles \$12.00

Nunn-Bush  
shoes are made in America

Taking Bill by the hand, she led him  
Continued on page 128















# For Distinguished Service

HONOURS OF

The King's Own Royal Regiment

(Lancaster)

From the Battle of Mons in 1915 to the Montenegro Campaign in

1916-18, the members of the King's Own Royal Regiment have been

decorated with thirty-three Battle Honours for Distinguished Service

HONOURS OF DEWAR'S

**"White Label"**

Decorated with thirty-three Battle Honours for Distinguished Service, the members of the King's Own Royal Regiment have been decorated with thirty-three Battle Honours for Distinguished Service

The new new strategy calls for Scotch, hard your intelligence service, other Dewar's White Label for the deans. A veteran campaigner, it has won more than 50 medals of honour for distinguished service. As a result of the day and night command, Dewar's White Label, highball, of the highlands, and up to date.



COMMAND DEWAR'S AND BE AT LASE

## Dewar's "White Label"

THE MEDAL SCOTCH OF THE WORLD



White Label 8 years old

Victorie Post 12 years old

also known as No. 1 Scotch



## types of topcoats

There we have already four topcoats, but from a complete outfit to the finished, as we get to the business of how to wear them. Today, color, and length determine the purpose for which a topcoat is most appropriate. Besides, again, the form may be differentiated easily from those for winter. The winter coat is usually worn for the protection of the top half of the body, and is usually made for wear in winter. The other, the summer coat, is usually made for wear in summer. The winter coat is usually made with a heavy lining of fur or wool, and is usually made with a heavy lining of fur or wool. The summer coat is usually made with a light lining of cotton or linen, and is usually made with a light lining of cotton or linen. The winter coat is usually made with a heavy lining of fur or wool, and is usually made with a heavy lining of fur or wool. The summer coat is usually made with a light lining of cotton or linen, and is usually made with a light lining of cotton or linen.

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# IF YOU CAN DO THIS STEP

## we can make you a GOOD DANCER in 6 HOURS!

After 10 years of teaching dance I have developed a teaching system which is the only one in the world that can teach you to dance in 6 hours. This system is the only one in the world that can teach you to dance in 6 hours. This system is the only one in the world that can teach you to dance in 6 hours.

After 10 years of teaching dance I have developed a teaching system which is the only one in the world that can teach you to dance in 6 hours. This system is the only one in the world that can teach you to dance in 6 hours. This system is the only one in the world that can teach you to dance in 6 hours.

## FREE \$10 WORTH OF LESSONS IN THIS ARTHUR MURRAY DANCE BOOK

If you want to learn to dance in 6 hours, you need this book. It contains 10 lessons that will teach you to dance in 6 hours. This book is the only one in the world that can teach you to dance in 6 hours.

## ARTHUR MURRAY

11 East 57th St. and 602 Park Ave., New York City  
Call your favorite dancing for the Arthur Murray Book in your city

## Jack Benny Riots Again!

### IN THE FEBRUARY ISSUE OF CORONET

The greatest comedy magazine of our time and the only one you can't miss. It's the only one in the world that can teach you to dance in 6 hours. This book is the only one in the world that can teach you to dance in 6 hours.

It's the only one in the world that can teach you to dance in 6 hours. This book is the only one in the world that can teach you to dance in 6 hours. This book is the only one in the world that can teach you to dance in 6 hours.

Now on sale . . . 25¢

## God's Finishing School

Continued from page 101

studies of contribution to the nation's life. He used to say that the profession earned just as much as the nation's life. He used to say that the profession earned just as much as the nation's life.

The writer went back to his home where a girl that he had met on the bus was a girl that he had met on the bus. The writer went back to his home where a girl that he had met on the bus was a girl that he had met on the bus.

To further assure me the press conference was a success, I was told that the writer was a girl that he had met on the bus. To further assure me the press conference was a success, I was told that the writer was a girl that he had met on the bus.

When I was told that the writer was a girl that he had met on the bus, I was told that the writer was a girl that he had met on the bus. When I was told that the writer was a girl that he had met on the bus, I was told that the writer was a girl that he had met on the bus.

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I know that if I knew it, I would know it. I know that if I knew it, I would know it. I know that if I knew it, I would know it. I know that if I knew it, I would know it.

To know my responsibility to the nation's life, I would know it. To know my responsibility to the nation's life, I would know it. To know my responsibility to the nation's life, I would know it. To know my responsibility to the nation's life, I would know it.

It is a real story, it is a real story. It is a real story, it is a real story. It is a real story, it is a real story. It is a real story, it is a real story. It is a real story, it is a real story.

Now on sale . . . 25¢

But that, in some degree, I'd helped him out along and was paying the price for the nation's life. But that, in some degree, I'd helped him out along and was paying the price for the nation's life.

The writer went back to his home where a girl that he had met on the bus was a girl that he had met on the bus. The writer went back to his home where a girl that he had met on the bus was a girl that he had met on the bus.

When I was told that the writer was a girl that he had met on the bus, I was told that the writer was a girl that he had met on the bus. When I was told that the writer was a girl that he had met on the bus, I was told that the writer was a girl that he had met on the bus.

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Now on sale . . . 25¢

## Mob Rules In Sport

Continued from page 31

The crowd and, to be told more about the Cleveland mob, I'd heard that the mob had been in the city for a long time. The crowd and, to be told more about the Cleveland mob, I'd heard that the mob had been in the city for a long time.

The Cleveland mob was not. Before the game they went out to this part of the field where the crowd was and they were not. The Cleveland mob was not. Before the game they went out to this part of the field where the crowd was and they were not.

When I was told that the writer was a girl that he had met on the bus, I was told that the writer was a girl that he had met on the bus. When I was told that the writer was a girl that he had met on the bus, I was told that the writer was a girl that he had met on the bus.

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Now on sale . . . 25¢

The Cleveland mob was not. Before the game they went out to this part of the field where the crowd was and they were not. The Cleveland mob was not. Before the game they went out to this part of the field where the crowd was and they were not.

When I was told that the writer was a girl that he had met on the bus, I was told that the writer was a girl that he had met on the bus. When I was told that the writer was a girl that he had met on the bus, I was told that the writer was a girl that he had met on the bus.

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Now on sale . . . 25¢

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**QUIET PERFECT GROOMING**

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**"MY FAVORITE PIPE-TOBACCO TASTES BETTER IN A KIRSTEN"**

**"...and it's that big 'dames' she does it... confidence and catches all those little nerding jokers that used to be so tough on my mouth—like me for the full flavor of my tobacco." Enjoy the perfect smoke with a KIRSTEN... cool, clean, sweet... economical to buy. Am. . . \$5 to \$10. (Slightly higher in Canada.)**

At your leading tobacconist, department store, shop, drugstore, or home.

**KIRSTEN PIPE COMPANY • Rochester 35**  
3515 Western Avenue, South, Rochester















A man and a woman are shown from the waist up, smiling and looking at a large, golden-brown tobacco leaf that the man is holding. The woman is wearing a pink dress and a matching hat. The man is wearing a dark suit and a light-colored fedora. They appear to be in a field or a greenhouse, with a white structure visible in the background.

**"Tobacco's my bread  
and butter,"** says Connor Aycock,  
tobacco warehouse owner of Durham, N. C.

**"I have to know good leaf—that's why I smoke Luckies!"**

LUCKIES pay the price to get the better tobaccos... tobaccos that are worth the money because they're *milder*.

Independent tobacco experts like Connor Aycock will tell you that in buying tobacco, as in buying most things—you get what you pay for.

Before the auctions open, Lucky Strike analyzes tobacco samples—finds out just where and how much of this finer, naturally milder leaf is going up for sale—then pays the price to get it.

That's worth remembering, especially if you're smoking more today. For the more you smoke, the more you want such a genuinely mild cigarette.

Among independent tobacco experts—auctioneers, buyers and warehousemen—Luckies are the 2 to 1 favorite. Next time, ask for Lucky Strike.



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